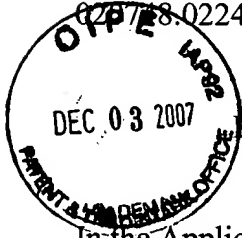


ATTORNEY'S DOCKET NO.
026748.0224PTUS

PATENT APPLICATION
Serial No. 09/922,348



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the Application of:

Borger et al.

Serial No. 09/922,348

Filed: August 3, 2001

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) Examiner: Chankong, Dohm

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) Group Art Unit: 2152

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) Confirmation No.: 7283
)

For: SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS FOR
INTEGRATING ADVERTISING WITHIN WEB CONTENT

Mail Stop Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

RESPONSE

In response to the Office Action of May 30, 2007, Applicants amend and request reconsideration of the application for the reasons set forth below.